

Wanamakers

The Wanamaker Store

Wanamakers

Exceptional Plans for an Emergency Period

Every Fact That Follows Must Interest Somebody

Many Facts That Follow Must Interest Everybody

Thoughtful people are asking "How are prices to be affected by the present war?"

This page gives our answer.

Some prices of foreign goods are already advanced by importers and agents.

The effect in our business is to make prices lower. Genuine bargains appear all over our store to-day. Indifference to them may be costly—to you. The entire offerings will be closed at the advertised prices. They should command your attention NOW.

Our relation to markets should be remembered. Two of the greatest retail stores in America, distributing to two great markets only ninety miles apart, create a matchless buying

combination. Temporary disturbances in trade are forcing some goods on the market. As the largest distributors at retail we get the first choice. Our Public secures the benefit.

Information concerning the following occupies the most important places in our store news:

The richest collection of Imported Costumes brought to America this year, now at half cost.

Tailor-made Costumes at moderate prices.

Bicycles. The Wanamaker Nine.

Spring Dress Silks, shown first to-day.

Carpets. Axminsters, Velvets, Tapestries.

French China Table Ware.

Frequently fifty thousand persons enter our doors in a single day. Nevertheless there remain several hundreds of thousands in this vicinity that have never visited our store. We remind all such that:

This store is at the geographical center of Greater New York:

That it is more easily reached by public conveyance than any other large store in this city:

That the store policy is based upon the largest and most complete stocks of goods and that prices are invariably fixed at the lowest point:

That the Picture Gallery, the Restaurant, the Orchestrons, the Bicycle Ring, combine attractions that make the store a place of public enjoyment.

Imported Capes and Jackets.

SHOULDER Capes—short, graceful, dainty—are the needed complement and completeness to elegant dress. White silk and black lace in applique combination, blue cloth, white silk, black braid with swirl of



Elihu-Vedder's illustrations. These are the graces of the season and are here awaiting you. All from Paris and Berlin. Prices, \$15 to \$125. Others, \$10 to \$35.

Jackets, a la militaire, cadet blue with white and tinsel braid; black silk with net and jet all over; kersey in black, tan, drab with the fine frenzy of a Paris design expressed in fantastic little fixings—all original and exclusive. Have you seen them? \$10 to \$125.

Golf Capes: Scotland supplies the plaids and France adds the manipulation—the result is ideal and the prices go from \$15 to \$48.

Imported Costumes An Event

ARCHITECTURAL art is frozen music. Dress-making art is the poetry of textiles—with a severe mercantile side. Wanamaker collections of the graces of costumes are made in the capitals where minds are brightest, eyes are quickest, expenditure freest, ambition greatest, fashion supremest. Prudence in buying is thrown to the winds—a fig for cost, however great.

Thus the shows come with the procession of the seasons; thus, and 'twas just the other day, came the most imperial show of the world's latest in elegant dress for women. But they are shown only once. The sea may engulf, or fire consume—better either than a repetition at Wanamaker's.

Therefore, the sword that divides falls upon the prices, and all the imported costumes, the poems of Corne, Worth, Doucet, Paquin, Sara Mayer and the Callot Soeurs; the dreams of the dressmakers to royalty at the imperial courts of Germany and Austria; go at just one-half of Saturday's prices.

Paris holds no costumes that are richer, fresher or more original. Here is one from Worth that goes from \$600 to \$300—cost \$550 in Paris—another from Corne that drops from \$350 to \$125. Another from Drecot that was \$425, but is \$212.50.

Advertising description is mere mockery—has a touch of irreverence. We drop it. Your own intelligence will bring you here—your wit will read the story in the clothes.

Prices were \$200 to \$600
Prices are \$100 to \$300

Second floor.

Spring and Summer Dress Silks.

FIRST shown on our counters this morning. Not old goods galvanized by reductions, but new goods that have the charm of original cheapness.

The styles are beautiful as well as new, and the prices go thus: 75c. sorts at 50c., 85c. sorts at 55c., 90c. sorts at 60c., \$1 sorts at 65c., \$1.25 sorts at 70c., \$1.50 sorts at 90c.

19,000 yards in the offering and they cannot be duplicated. Silks must advance. Study this decline. To buy them will be speculating upon a certainty.

75c. grade for 50c.
750 yards ombre striped Taffetas; choice of colors.

85c. grade for 55c.
6,280 yards rich check Taffetas; 1/4 in. blocks; choice of 11 colors.

90c. grade for 60c.
840 yards broad glaze Twills, for entire dresses.

\$1 grade for 65c.
1,820 yards glaze Taffeta Pekin; triple stripes in color on color; 11 colors.

\$1.25 grade for 70c.
980 yards rich evening silks; bayadere stripes in waves of embroidery; 6 colors.

\$1 grade for 75c.
480 yards rich white Taffetas; ombre and canale stripes; 4 colors.

\$1 grade for 75c.
600 yards hair-line plaid Taffetas; pretty colors on white, with raised dots or figures, 8 colors.

\$1 grade for 75c.
120 yards stripe Taffetas; black shaded lines on white; gray ombre lines on white.

\$1.25 grade for 75c.
720 yards bare Pekin Plisse; all-silk; all colors on white for blouses.

\$1.25 grade for 80c.
360 yards gulph lance Taffetas; a new stripe for evening dresses; 6 colors.

\$1.25 grade for 80c.
1,200 yards chameleon Pekin Taffetas, with canale of satin dividing; 6 colors.

\$1.10 grade for 85c.
8,780 yards ombre check Taffetas; 18 new colorings.

\$1.15 grade for 85c.
600 yards ombre check Taffetas; raised dots of satin sprinkled over; 7 colors.

\$1.35 grade for 85c.
510 yards bare Pekin Plisse, in evening tints; also in black.

\$1.50 grade for 90c.
270 yards pompadour Pekin Plisse, some stripes are black with color, other white.

\$1.50 grade for 90c.
150 yards pompadour Pekin Pebble Plisse, with bare cord of white across; for evening wear.

\$1.25 grade for 80c.
1,170 yards rich satin stripe Plisse; satin stripes of color bordered with hair-lines of black on white, on blue, on yellow, on pink, on turquoise, on lavender, on cerise, on navy blue; all black if you wish.

Rotunda.

Women's Tailor-Made Suits

AND here are good bargains for such as may ask for plain and practical suits at moderate prices. They were moderate on Saturday and are very moderate to-day. Bargains that are not forced but just a little frolic of cheapness for the fun of it.

At \$7.50—Of serge or mixed materials; mostly fly-front jackets, all silk lined; some have silk lined skirts; value \$10 to \$15.

At \$12—In serge or broadcloths; fly front or Saddle jackets, silk lined; correctly hanging skirts, percale lined; value \$18 to \$25.

At \$20—Tailor-made and dressy costumes, the former in serge and broadcloths, with blouse, fly-front or Saddle jackets; the latter in fancy materials; some are prettily trimmed; all silk lined; value \$30 to \$55.

At \$25—Tailor-made and dressy costumes in hand-some materials; beautifully made and trimmed; all silk lined throughout; value from \$37 to \$60.

Second floor, Broadway.

Some Items of Dress Goods

ECONOMIC conditions now work to the advantage of the economical. Here are prices on Summer dress stuffs which we could not have matched a year or more ago, when wool was ever so much cheaper than now.

The reduction in price from regular figures is really a reduction, and not merely a compensation for lack of amount or variety. The lines are complete in almost all cases.

At 80c.—Figured Vigoreux, five different mixtures, 39 in. wide. An honest 80c. quality.

At 90c.—Two-toned Jacquard, Suitings, in five combinations, 42 in. wide. A 90c. quality.

At 81c.—All-wool fancy Check Cheviot, 40 in. wide. A 90c. grade.

At 50c.—Fancy Worsted Checks, in 15 colorings, 44 in. wide. A 75c. grade.

At 50c.—Diagonal Mixed Cheviots, in 7 patterns, 46 in. wide. The usual 80c. quality.

At 50c.—A regular dollar grade of two-toned all-wool Grenadines, in five different combinations; 45 in. wide.

At 50c.—Wool Bavardere satin-striped Coverts, 44 in. wide. A 65c. quality.

At 75c.—All-wool Coverts, in five colors, 50 in. wide. A full \$1.25 kind.

Fourth avenue.

News of Garnitures

Just in time for the movement of this morning, these Garnitures and Blouses reach us, to add a new splendor to the store's showing, and a new set of bargains to the store's offerings to-day.

Black and colored, beaded and spangled, rich, striking new things, and cheap beyond belief. At regular worths, the prices would run from \$2 to \$5,—none less, none more. Take your choice this morning

At One Dollar Each.

There is also news of the stock of finest French beaded, spangled and embroidered Garnitures—magnificent goods,—almost all our own direct importations.

Saturday, priced at \$5 to \$40;
To-day, priced at \$2.50 to \$20.

Wrought Iron Lamps

A big lot of the solid and handsome sorts of Wrought Iron Lamps has come to us in an out-of-the-ordinary way, and is marked for quick selling. You have paid one-half more for goods of this character and considered yourself to be congratulated on a bargain.

Table Lamps, \$2, \$2.50, \$3.75, \$4.50, \$6.
Banquet Lamps, \$2, \$2.50, \$3.50, \$5, \$7.
Library Lamps, \$5, \$6.50, \$7.50, \$9.50, \$10.50.
Piano Lamps, \$4.50, \$6.50, \$7.50, \$9, \$15.

We are selling 9 and 10-inch decorated globes in dark tints and good decorations, for 75c. and \$1. Regularly, \$1.50 and \$2.50.

Women's Neckties; THERE are no more of these in the market that we know of, so you may be sure they'll not be common. We were offered seventy-four dozen at an almost trifling price, and you're offered a sharing in the bargain. These are twice-around-the-neck ties, with the newest shirred effect ends; also a shirring in the center for front neck finish; twenty-five patterns in various widths and about 300 color combinations. They were imported to sell at 75c. to \$1.50. This little lot won't last long, as we've marked them 35c., 60c. and 65c.

Women's Neckties; The Princess.

At \$7.50—Of serge or mixed materials; mostly fly-front jackets, all silk lined; some have silk lined skirts; value \$10 to \$15.

At \$12—In serge or broadcloths; fly front or Saddle jackets, silk lined; correctly hanging skirts, percale lined; value \$18 to \$25.

At \$20—Tailor-made and dressy costumes, the former in serge and broadcloths, with blouse, fly-front or Saddle jackets; the latter in fancy materials; some are prettily trimmed; all silk lined; value \$30 to \$55.

At \$25—Tailor-made and dressy costumes in hand-some materials; beautifully made and trimmed; all silk lined throughout; value from \$37 to \$60.

Second floor, Broadway.

French China Dinner Sets

A PARADOX and a fight. The fight is between Importers and U. S. appraisers upon questions of valuation. If the importers lose, prices will rise. Other causes will create advances. The paradox appears in the result.



ductions that you will find in the following lines. "Haviland China" are household words. Our policy has brought great quantities of the beautiful Haviland wares to American dining tables with all the tax of extra profits eliminated—and the same is true of much other fine foreign pottery.

Some values this morning which leave out of the question the matter of any probable rise in cost of these goods.

Here are four styles of Haviland dinner ware which are marked a third below value:

100 piece sets, 2 flower decorations and all handles gilt, \$20.

118 piece sets, same decorations, \$27.50.

100 piece sets, all pieces gilt and 2 flower decorations, \$25.

118 piece sets, same decorations, \$35.

4 Dinner Sets, Then Haviland, green flower decoration and all pieces gilt, \$15.50, reduced from \$24.

6 Dinner Sets, Then Haviland, 2 decorations, pink and violet, 113 pieces, \$29; reduced from \$38.

85 Dinner Sets, Austrian china, 3 decorations and all pieces gilt, were imported to sell for \$25; we marked them \$15; will close balance out at \$12.50.

80 French China Tea Sets, 56 pieces, two shapes and three decorations, \$6.50, reduced from \$8.

14 English Porcelain Dinner Sets, 100 pieces, under-glaze blue and gray decorations, \$5; reduced from \$6.

Placement.

Upholstery Store News

Principally about curtains to-day—all kinds—though the store's full of other attractive goods of particular interest at this season. Wish to tell you first of a lot of Irish point lace curtains, white or ivory, in six patterns, that were very fairly priced at \$4.25, but which are now \$3.15. They should go in a rush to-day. If you should arrive too late, you'll doubtless be pleased with some of these newly opened lots.

Among them, fancy net curtains, plain and point d'esprit net centers, at \$2 to \$4.50 a pair; sash curtains to match, \$1.65 to \$3 a pair. A lot of cross-striped curtains in all new colorings, \$1.35 to \$8.75 a pair,—the sorts that find so much favor nowadays in the furnishing of seashore or mountain homes. These denim curtains, plain or figured, are exceptionally good value at \$6 to \$6.50. Then there's this lot of summer portieres at half prices:

8 colorings at \$4.50; formerly \$9.

4 colorings at \$6; formerly \$12.

2 colorings at \$9; formerly \$18.

Parlor Furniture—Odd Pieces

PIECES from Parlor Suites—Sofas, Chairs, Tete-a-tetes and Reception Chairs, a choice variety that gives a lucky chance to get an odd piece with which to enliven a corner of your parlor or reception room. But the power is in the prices and they are powerfully low. All sorts of fine upholstery stuffs and all good styles of finish are among them.

2 Parlor Chairs, at \$5; were \$7.25.

4 Parlor Chairs, at \$6; were \$9.

2 Parlor Chairs, at \$6; were \$9.50.

3 Parlor Chairs, at \$7; were \$10.

Parlor Chair, at \$9; was \$12.

Parlor Chair, at \$9.25; was \$12.50.

Parlor Rocker, at \$10; was \$16.

Over-stuffed Parlor Chair, at \$10; was \$14.

Over-stuffed Parlor Chair, at \$10; was \$20.

Over-stuffed Parlor Chair, at \$10; was \$13.

Parlor Chair, at \$10.75; was \$18.

Parlor Chair, at \$11; was \$16.

Parlor Sofa, at \$11; was \$15.

And many others.

Imported Furniture

The owner was losing money in an attempt to sell foreign furniture in New York and his representative wanted to go to the war. That explains how we got the \$6,000 worth so that we can sell it to you at just half the prices at first named to us. A good chance that comes only from war conditions. Get your war dividend while you may.

At \$15—Mahogany table, with fancy top; value \$35.00.

At \$21—Mahogany parlor cabinet; value \$60.

At \$22.50—2 Inland tables; value \$55.

At \$25—Vermis Martin parlor cabinet; value \$60.

At \$30—Vermis Martin music cabinet; value \$55.

At \$38—Vermis Martin parlor cabinet; value \$150.

At \$40—2 Carved cabinets; value \$150.

At \$45—Vermis Martin corner cabinet; value \$135.

At \$52—Vermis Martin cabinet; value \$135.

At \$63—Vermis Martin cabinet; value \$225.

At \$75—Vermis Martin desk; value \$175.

At \$80—Vermis Martin cabinet, with marble top; value \$200.

At \$95—2 Cabinets; value \$200.

At \$115—Vermis Martin cabinet; value \$300.

Fourth floor.

Flags, Bunting and Ribbon Flags

We are supplied with all forms of patriotism in colors,—plenty of flags, plenty of bunting, and plenty of the red-white-and-blue ribbons in all widths and lengths. You will find the prices entirely satisfactory. You probably know that the market has been suddenly and almost wholly swept clear of this kind of goods. There is no flag-famine here as yet, however, nor famine prices.

Main floor and Basement.

Women's Shoes \$1.50

TWENTY-NINE hundred and eighty-five pairs, here to-day and gone in a day or two, for surely there are many more than that many women who will pay \$1.50 for \$3 and \$4 shoes.

All are of black kidskin, of fine quality,—nothing cheap about it. Soles are welted and stitched, workmanship is all you can wish it; you'll never have any trouble there. Laced and buttoned, round and pointed toes, sizes 3 to 8 in widths AA to D. The value of this shoe as based on comparison with standard makes, is \$3 to \$4. Now, \$1.50.

Fourth avenue and Ninth street.

The Safe Route to Wheel Content

THE reputation of a bicycle, like the reputation of a human being, depends wholly on what people say of it—not on what they know of it. Meritorious wheels



have undoubtedly suffered from careless and ignorant criticism. It is one of the strongest evidences of the standing of the Humber that no one has ever anything to say of it save good. One can never fail of bicycle satisfaction in following the unanimous approval of all wheelers.

Besides the Humber—

The Continental, at \$40—a wheel of which we are proud.

Seven others which offer the best for the least.

Fourth floor.

The Command in Carpets

OUR Carpet Store went straight to the top where competition is limited. Only a few of us up there. Sometimes we give a word of command that causes dealers to wonder, but consumers heed and profit thereby.

1,152 pieces, 170 styles, 49,750 yards pass in review to-day. Bargains! May we introduce you? An immediate transfer from our floors to yours is the intention. Here are the credentials:

290 pieces, 11,000 yards, 40 styles, Extra Velvets at \$1. The \$1.25 and \$1.40 sorts.

183 pieces, 9,400 yds., 25 styles, Velvets at 75c. The \$1 sort.

860 pieces, 14,400 yds., 45 styles, Axminsters at 75c. The \$1 sort.

287 pieces, 12,850 yds., 40 styles, Best and Extra Tapestry at 65c. The 80c. and 85c. sorts.

110 pieces, 5,500 yds., 20 styles, Tapestry at 45c. from 60c.

The comparison is with our own low prices during the present season.

Trunks at Half Prices. You wouldn't know after the first journey that your trunk had been slightly scratched when you bought it. But the fun of it is that the dollars were saved without cost to you. Economy that doesn't pinch is delightful. Of such is the Wanamaker sort.

Now Was Now Was
2—\$4.25 \$8.50 1—\$15 \$30
1—\$4.50 \$9 4—\$11.25 \$22.50
1—\$5.13 \$10.25 2—\$10 \$20
1—\$5.38 \$10.75 1—\$10.50 \$21
1—\$5.75 \$11.50 1—\$14.50 \$29
1—\$5.88 \$11.75 1—\$18.75 \$37.50
2—\$6.38 \$12.75 2—\$17.50 \$35
2—\$7.13 \$14.25 1—\$18.38 \$36.75
1—\$6 \$12 3—\$10.50 \$39
6—\$6.75 \$13.50 1—\$20 \$40
2—\$7.50 \$15 4—\$22.50 \$45
8—\$8 \$16 8—\$23 \$46
1—\$8.88 \$17.75 1—\$24.50 \$49

They include trunks for men and for women, steamer trunks and ladies' hat boxes.

Basement.

GRAND ARMY BUGLE NOTES.

Veterans of the war of 1861-'65 all over the country are offering their services to the Government in the present emergency. Many of the old soldiers of the War for the Union retain the fighting qualities they displayed nearly forty years ago, and are anxious to join in expelling the Spanish from Cuba. One of these is Captain Joseph H. Barker, of the old "Dandy Fifth," Assistant State Factory Inspector, who proposes to organize a light battery of artillery to fight Spain's minions. Captain Barker has sent this letter to Governor Black:

New-York, April 25, 1898.
To the Hon. Frank S. Black, Governor of the State of New-York, Capitol, Albany, N. Y.

My Dear Governor Black: I do most respectfully make application for a leave of absence in order that I may volunteer in response to the call made by President McKinley.

Having served in the artillery as an officer in the Civil War, I most respectfully request permission and authority to organize an independent light artillery battery here in the city of New-York. I am prepared at your request to forward documents setting forth my past military record and standing.

Many of my friends have expressed a wish to go with me, and they as well as myself are now awaiting your pleasure in the matter of this application and request. I have the honor to be, very respectfully, your